

Closings, cancellations, weather information,  
Food store information, Road closings, and  
you broadcast from Murfreesboro and the  
interstate kept people ~~of~~ informed  
about their loved ones in Murfreesboro.  
I got food and ran errands for those at  
WSMG - because not everybody stayed  
there to man the phone and give information  
on a 24 hour basis. I also answered the  
phone and helped give out information  
because the station was flooded with  
calls. It was during this time  
that I realized just what a vital service  
you and all the few people at WSMG  
provided for Greenville and Greene County.  
I think of the people that I talked to  
and wondered where and how they would  
have gotten help had it not been for your

Station.

I just want to say thank you and a  
job well done to you and everyone  
at WSM6. Your sacrifices in times of  
crisis is a great credit to your organization.

Sincerely,

Bob May

**Board of Education**

Mrs. Kay Leonard  
Chairperson  
Mr. Bob Southerland  
Vice Chairman  
Mr. Kidwell King  
Secretary  
Mr. Ray Smith  
Treasurer  
Dr. George Scott  
Member

**Administrative Staff**

Dr. Jerry F. Ward  
Superintendent  
Dr. Joyce F. Bales  
Assistant Superintendent  
Mr. Ralph C. Bohannon  
Director of Special Services

**GREENEVILLE CITY SCHOOLS**

October 11, 1993

TO WHOM IT MAY CONCERN:

SUBJECT: RADIO STATION ENDORSEMENT

This is written in support of Radio Station WSMG, in particular that portion of their service dealing with public education. Personnel at WSMG have been most gracious in their efforts to air, at our convenience, noteworthy information concerning the following items:

1. Changes in the opening and closing times of the school day due to inclement weather.
2. Changes in pupil transportation schedules regarding times and bus routes.
3. Announcements of school based activities which are open to the public.
4. School based activities pertaining to particular groups of students.
5. Items of information for the community at large regarding school board meetings and decisions of the school board.
6. Specific information announcements regarding sports activities.

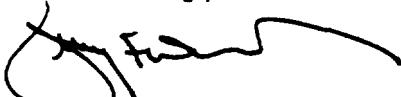
Additionally, WSMG hosts a weekly program called "School Night" whereby school students have an opportunity, on the air, to talk about school projects and subjects of interest to them including such topics as substance abuse and teenage pregnancy. The self-

TO WHOM IT MAY CONCERN  
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esteem of many students has improved, and students have had an additional opportunity to learn first hand about a career in communications. Parents, families and friends who listen to this broadcast learn about many of the positive things that are happening in the school systems of Greeneville and Greene County. It has been my pleasure to work personally with many of the staff members at WSMG. To my knowledge no request of the Greeneville City School System concerning any announcement with regard to the items listed above has been refused.

I heartily support the endeavors of WSMG to obtain an additional broadcast format. Should I be able to provide additional information, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "Jerry F. Ward", written over a horizontal line.

Jerry F. Ward  
Superintendent

JFW/jhr

SCOTT M. NISWONGER  
President



LANDAIR TRANSPORT, INC.  
P.O. BOX 1058  
GREENEVILLE, TN 37744  
(615) 639-7196

*Mr. Niswonger is  
Immediate Past  
President of Chamber &  
Member of Economic  
Development Bd.*

October 8, 1993

Mr. Darrell Bryan  
W.S.M.G.  
942 Snapp Ferry Road  
Greeneville, TN 37743

Dear Darrell,

When I learned you had applied for an FM radio station, it occurred to me that you were doing yet another service that would be positive for our community. All the people in the county and surrounding area would be better informed of what goes on locally. I'm always amazed at how you and your staff seem to be everywhere...from covering important news stories, sporting events, etc. to helping the local clubs and organizations raise funds to help those that are less fortunate.

Greeneville and Greene County are standing on the threshold of growth and your leadership and participation in the consolidation of the Greeneville/Greene County Area Chamber of Commerce, Economic Development Board, Keep Greene Clean and the Tourism Council has been vital. I know that you have worked very hard during the last few years to help our community achieve its goals. Your serving as president of the Chamber of Commerce, a member of the Center for Technology Advisory Board and serving on the original committee of Keep America Beautiful-Keep Greene Clean program...just to name a few, have helped make community improvement in industrial and retail recruitment, better schools and agriculture a reality.

You have certainly been generous of the time the radio station gives us in providing a forum to talk about the Chamber of Commerce projects that are so crucial to the future of our community.

Thank you and good luck.

Sincerely yours,

A handwritten signature in dark ink, appearing to read "Scott".

Scott M. Niswonger  
President/C.E.O.

SMN:dfo

# Greene County Schools

910 W.SUMMER STREET  
GREENEVILLE, TN 37743  
615-639-4194  
FAX 639-1615

Mr. Darrell Bryan  
WSMG Radio  
942 Snapp Ferry Road  
Greeneville, TN 37743

Dear Darrell:

I was elated to have read the local newspaper notice that you had applied for a FM Radio Station. The FM station would provide a wider range of communities to receive the excellent coverage of issues, especially education, that the WSMG staff provides.

The Greene County School System has been fortunate for the diversity of coverage provided.

To list all of WSMG's contributions would be impossible; however, a few are listed below.

- 1) School Night - Many topics of interest to students, as well as adults, are discussed.  
Examples: Driving and Drinking, Grades, Careers, Concern for Peers, Special Activities, Academics, Athletics
- 2) Academics, including competitions such as Round Robin, Geography Bee, etc.
- 3) Athletics
- 4) Board Meetings
- 5) Extended School Program (ESP)  
Interviews with ESP staff to make the community aware of the service provided, site coverage of special events such as picnics, family night, etc.
- 6) Staff Development; In-Service Training
- 7) Parent-Teacher Conferences
- 8) Special Events, such as Orientation/Reception for "new teachers," Governor's visit, Recognition of Retirees, etc.
- 9) School Menu

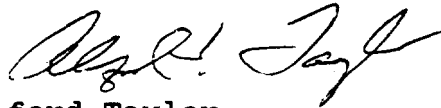
To: Darrell Bryan  
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- 10) Announcements concerning late buses
- 11) American Education Week - Broadcast from schools
- 12) Inclement Weather Closings
- 13) Individual school special topics/events
- 14) Special News Releases, such as grades, recognition  
of students and/or staff

You and your staff are to be commended on the fact that all coverage is conducted professionally and without bias, traits that are essential for media staff.

Darrell, good luck in obtaining licensure for the FM Radio Station; I appreciate the outstanding service that you and your staff provide to the citizens of Greene County.

Sincerely,

A handwritten signature in cursive script, appearing to read "Alford Taylor".

Alford Taylor  
Superintendent

AFT/rs



# Greeneville Middle School

Mr. Robert E. Jordan

Principal

Mr. James R. Seip

Assistant Principal

Mrs. Melody Johnson

Mrs. Amy Renner

Guidance Counselors

Vann Road

Greeneville, Tennessee 37743

Phone: 639-7841

Mrs. Gayle Matthew

Secretary

Mrs. Jean Masengill

Bookkeeper

Mrs. Paula Averett

Guidance Secretary

October 8, 1993

Mr. Darrell Bryan  
WSMG Radio  
942 Snapps Ferry Road  
Greeneville, TN 37743

Dear Mr. Bryan:

As principal of Greeneville Middle School I would like to thank you for providing radio coverage of our middle school football games this year. I also would like to thank you for giving me the opportunity to be interviewed at half time of each game. This interview gives me a chance to talk about all the positive things that are happening at Greeneville Middle School. It is a great way of communicating with the Greeneville community. As I have said so many times, Greeneville Middle School is probably the only middle school in Tennessee to have full sports coverage by a radio station.

I want to mention that I appreciate your efforts with the sponsorship of WSMG School Night. I think school night is great because it gives all our students in city and county schools an opportunity to tell about the good activities that are happening in their schools. It helps promote spirit and pride for every individual school.

With American Education Week coming up in November, I am sure that I can count on WSMG to come to Greeneville Middle School and do a live broadcast with our students. Students always look forward to being interviewed on the radio.



Page 2  
Mr. Bryan  
October 8, 1993

Again, I want to say "thanks" to you for all the support you give education in Greeneville and Greene County, especially the Greeneville Middle School. I sincerely hope that someday WSMG will have an F.M. station and can be heard through the entire county.

Sincerely,

A handwritten signature in cursive script that reads "Eddie Jordan". The signature is written in dark ink and is positioned above the printed name and title.

Eddie Jordan,  
Principal

gm

# CITY OF TUSCULUM

P.O. Box 5674 — Tusculum Station  
Greeneville, TN 37743

October 11, 1993

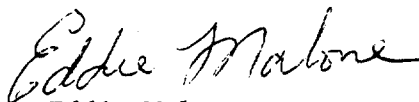
Radio Station WSMG  
942 Snapp Ferry Road  
Greeneville, TN 37743

To Whom It May Concern:

We would certainly like to offer our appreciation to WSMG Radio Station for all they have done covering our meeting of the Mayor and Commissioners, the Planning Commission, and any other City Hall business which we have had. Bryan Cutshall has done such a good job for us and Darrell and Kathy have bent over backwards to cover the Doak Ruritan Club and different functions which the city has sponsored.

We are grateful for the job they are doing at Tusculum College and for the City of Tusculum -- grateful for the community affairs of the city, the publicity we have gotten in the City Park and Operation Playground, and with the Goals Conference held at Tusculum College.

Sincerely,

A handwritten signature in cursive script that reads "Eddie Malone".

Eddie Malone  
Mayor

# Ruritan

# NATIONAL



Wayne Bettis, 1993 National President

AMERICA'S

LEADING COMMUNITY SERVICE ORGANIZATION

October 4, 1993

Mr. Darrell Bryan  
WSMG Radio  
942 Snapp Ferry Rd.  
Greeneville, TN 37743

Dear Darrell,

It was great seeing you recently at the Fall Fest downtown Greeneville. It just keeps on getting better every year in part because of you and your radio station's contribution.

As I complete my year as the National President of Ruritan I wanted to let you know how much I appreciate all the great support you and all the fine employees at WSMG Radio have given me. Throughout the years you and your station have aired talk shows and interviews on Ruritan. You have donated advertising that has helped our clubs in their fund-raisers which in turn helped people in need as well as the community. Our studies have shown that in this area Ruritan is the strongest and is in more households than anywhere in the nation. For years I have advocated in numerous national workshops and seminars that the reason for this is the great support that businesses like you show for our organization. On behalf of all the Ruritan clubs in this area, we say **THANK YOU**.

I recently learned that you were applying for an FM license for another station, what a great idea! This would be of great value to our community. If I can be of any assistance please let me know.

Again thank you for exemplifying the motto and true Ruritan spirit of **FELLOWSHIP, GOODWILL and COMMUNITY SERVICE**.

Sincerely,

Wayne Bettis  
President, Ruritan National

WB/bl

October 9, 1993

To Whom It May Concern:

I Am writing this letter as a recommendation ~~for~~ Darrell Bryan and WSMG radio station located in Greeneville, Tennessee.

Darrell and WSMG have been a great friend and help to Agriculture in Greene County. Some 10 years ago Darrell came up with the idea for Greene County Agriculture Today. This program was and is a program sponsored by the Greeneville/Greene County Agriculture Committee of the Chamber of Commerce. This program has served 1. to inform area farmers of new developments in Agriculture, 2. to educate farmers of potential problems and 3. to allow local Agriculture Agencies a vehicle to inform farmers of their programs. This program airs on WSMG each Saturday morning at 9 A.M.

Darrell also has each Saturday a trading block for farmers only. This program is from 8:45 A.M. to 9 A.M. This program allows farmers to call in items for sale or items

they would like to buy.

Also, Darrell or a member of his staff have been an active member of the Agriculture Committee of the local Chamber of Commerce.

This included assisting with June Dairy Day, Farm City Banquets, and Student Day (when students from local high schools worked a day in a local business to see if they might like that profession as a career.)

Darrell and WSMG have always had a booth at the Greene County Fair, and have had live broadcasts originating from the Fair each year.

WSMG and Darrell have been very instrumental in the promotion of Agriculture in Greene County. Above are listed only a few of the ways they have helped Agriculture, there are many many more.

Jake Z Ham

Agricultural Worker  
in Greene County  
for past 20 years.



**GREENEVILLE/GREENE COUNTY**

**CENTER FOR TECHNOLOGY**

EDUCATION • INDUSTRY • GOVERNMENT RELATIONSHIP

October 11, 1993

To Whom It May Concern:

On behalf of the Greeneville-Greene County Center for Technology, I am forwarding this letter in recognition of Mr. Darrell Bryan for his outstanding service to the Center for Technology's Advisory Council in promotion of education in our community, for his service to the Chamber of Commerce in promoting economic and community development, for his services in covering board meetings, special events and other activities in the community and for allowing us to participate in the community talk show.

Also, we feel that the addition of an FM station, with the same services provided, would allow a broader coverage of adult programs at the Center, therefore, increasing enrollment and enhancing awareness of inter-activities at the Center.

Again, our hats are off to Darrell Bryan for his outstanding service to our community.

Sincerely,

Floyd Sellers  
Director

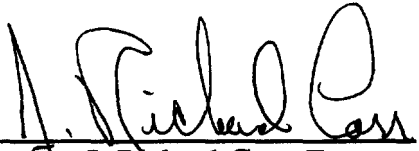
# CERTIFICATE OF SERVICE

I, J. Richard Carr, hereby certify that copies of the foregoing "Opposition to Petition to Enlarge Issues and Threshold Showing of Unusually Poor Broadcast Record" were sent via first class mail, postage prepaid, or as otherwise indicated to each of the following on this 12th day of November, 1993:

The Hon. John M. Frysiaik\*  
Administrative Law Judge  
Federal Communications Commission  
2000 L Street, NW  
Room 223  
Washington, DC 20554

Timothy K. Brady, Esq.  
P.O. Box 986  
Brentwood, TN 37027  
Counsel to SBH Properties, Inc.

Robert Zauner, Esq.  
Hearing Branch  
Enforcement Division  
Federal Communications Commission  
2025 M Street, NW  
Suite 7212  
Washington, DC 20554

  
\_\_\_\_\_  
J. Richard Carr, Esq.

\* Hand Delivery